SOOBIN CHO

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🌐 5oobin.github.io/website

FOCUS AREAS

- Computer-Supported Cooperative Work (CSCW), Computer-Mediated Communication (CMC)
- Human-AI Interaction, Human-Agent Interaction

EDUCATION

University of Washington
Seattle, WA, USA
Ph.D. in Human Centered Design & Engineering (HCI)
Sep 2023 - present
Advisors: Prof. David McDonald and Prof. Mark Zachry

Seoul National University
Seoul, South Korea
M.S. in Engineering, Intelligence & Information (HCI)
Sep 2019 - Feb 2022
Advisor: Prof. Joongseek Lee

Thesis: *Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos*

Ewha Womans University
Seoul, South Korea
B.A. in Communication & Media
Mar 2013 - Feb 2019
B.A. in International Studies (conc. in Business and Economics)

RESEARCH PROJECTS

Building a Community Norm-Aware AI for Discussions in Wikipedia
Lead Researcher, University of Washington
Sep 2025 - present
Currently preparing training datasets of Wikipedia policy application cases.

Towards a Framework for AI-Supported Mediation in Community-based Online Collaboration
Lead Researcher, University of Washington
Aug 2025 - present
Working toward building an information-focused framework with content, community norms, and people as the main information types. [n.4]

Exploring How AI Can Assist Comprehension of Wikipedia Discussions
Lead Researcher, University of Washington
Jan 2025 - present
Created a web-based prototype with LLM-powered features and iteratively refined functionality through user feedback.

Rethinking Design Principles for AI Companions
Lead Researcher, University of Washington
Jan 2024 - Aug 2025
Conducted a five-phase multi-method study showing the collapse of ethics-UX boundaries in AI companion design and the need for flexible principle implementation. [In Preparation]

Understanding How LLMs Impact Participation in Knowledge Communities with a Focus on Wikipedia
Research Assistant, University of Washington
Feb 2025 - May 2025
Assisted with qualitative interview analysis and the structuring of key insights that revealed differing impacts on experienced and novice editors. [Under Review]

Exploring Short-Lived AI Companion Chatbots through Collaborative Autoethnography
Lead Researcher, University of Washington
Jan 2024 - Dec 2024
Led a 10-day collaborative autoethnography with AI companion chatbots as part of the broader five-phase study. [p.4]

Examining Wikipedian Views on Key Elements of Discussion Summaries
Lead Researcher, University of Washington   Sep 2023 - Oct 2024
Conducted interviews identifying 13 key elements for discussion summaries and found that
AI summaries often missed community-specific aspects. [c.3]

Designing to Protect Privacy and Reduce Fear for Teens on Social Media
Research Assistant, University of Washington   Nov 2023 - Jan 2024
Assisted in analyzing interviews on teens' social media fears and in surveying ten
empowerment-focused design prototypes. [c.2]

Designing a New Video Conferencing Interface for Virtual Studying
Lead Researcher, Seoul National University   Jan 2022 - Apr 2022
Designed and conducted usability testing of video conferencing interfaces that detect
study-related motion while minimizing camera exposure. [p.3]

Understanding Co-Studying Activity on Video Conferencing Rooms
Lead Researcher, Seoul National University   Jan 2021 - Jan 2022
Conducted interviews, a survey, and video analysis to uncover the tension between users'
desire to hide and reveal themselves on camera. [c.1]

Designing a Knowledge-Sharing Chatbot for a Co-Living Space
Lead Researcher, Seoul National University   Jul 2020 - Jan 2021
Designed a chatbot prototype supporting information sharing through interviews and a
co-creation workshop, and conducted a one-week usability study in a co-living space. [p.2, n.2]

Understanding Single Households' Casual Conversations with Smart Speakers
Lead Researcher, Seoul National University   Jul 2020 - Jan 2021
Conducted a six-week field study of single households' smart speaker use, revealing limits to
casual conversation. [n.3]

Investigating Information Needed for Awareness between Remote Workers
Lead Researcher, Seoul National University   Mar 2020 - Jun 2020
Designed a pseudo-service and ran a one-week usability study with remote workers to examine
which awareness information they wanted to share and receive. [p.1]

Building a Smart Speaker Application for Classical Music Beginners
Research Assistant, Seoul National University   Sep 2019 - Jan 2020
Assisted in designing a smart speaker service introducing classical music and collected VOCs
during a 15-day usability study. [8 Media Reports]

Investigating Auditory Cues for Separateness of AI Speaker Services
Lead Researcher, Seoul National University   Oct 2019 - Nov 2019
Designed and conducted usability testing of smart speaker services featuring different
auditory cues. [n.1]

PUBLICATIONS

PEER-REVIEWED CONFERENCE PROCEEDINGS

[c.3] **Soobin Cho**, Mark Zachry, and David W. McDonald. 2025. Towards Insider Summarization for Mediation Instead of Moderation: Examining Wikipedian Views on Key Elements of Discussion Summaries. *Proc. ACM Hum.-Comput. Interact.* 9, 7, Article **CSCW**500 (November 2025), 25 pages. https://doi.org/10.1145/3757681

[c.2] JaeWon Kim, **Soobin Cho**, Robert Wolfe, Jishnu Hari Nair, and Alexis Hiniker. 2025. Privacy as Social Norm: Systematically Empowering Teen Privacy Management on Social Media. *Proc. ACM Hum.-Comput. Interact.* 9, 2, Article **CSCW**151 (April 2025), 39 pages. https://doi.org/10.1145/3711049

[c.1] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. "I Want to Reveal, but I Also Want to Hide" Understanding the Conflict of Revealing and Hiding Needs in Virtual Study Rooms. *Proc. ACM Hum.-Comput. Interact*, 7, **CSCW**2, Article 300 (October 2023), 27 pages. https://doi.org/10.1145/3610091

PEER-REVIEWED POSTERS AND EXTENDED ABSTRACTS

[p.4] **Soobin Cho**, Anna Lindner, Joseph S. Schafer, Pitch Sinlapanuntakul, Julie A. Vera, and Mark Zachry. 2025. Collaborative Autoethnography as a Method to Explore Short-Lived Social AI Chatbots. In *Proceedings of the 13th International Conference on Human-Agent Interaction (**HAI** '25), November 10–13, 2025, Yokohama, Japan*. ACM, New York, NY, USA, 3 pages. https://doi.org/10.1145/3765766.3765830

[p.3] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. "Hide Your Video, Show Your Action!" Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Computer Supported Cooperative Work and Social Computing (**CSCW**'22 Companion), November 08–22, 2022, Virtual Event, Taiwan*. ACM, New York, NY, USA, 5 pages. https://doi.org/10.1145/3500868.3559451

[p.2] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. "Knock Knock, Here Is an Answer from Next Door": Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (**CSCW** '21 Companion), October 23–27, 2021, Virtual Event, USA*. ACM, New York, NY, USA, 5 pages. https://doi.org/10.1145/3462204.3481738

[p.1] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (**CSCW** '20 Companion)*. Association for Computing Machinery, New York, NY, USA, 239–243. https://doi.org/10.1145/3406865.3418308

NON–PEER-REVIEWED PUBLICATIONS

[n.4] **Soobin Cho**, Mark Zachry, and David W. McDonald. 2025. A Framework for AI-Supported Mediation in Community-based Online Collaboration. arXiv:2509.10015 [cs.HC] https://arxiv.org/abs/2509.10015 (accepted at 2025 **CSCW workshop** *'Augmenting Collaborative Problem-Solving: Exploring the Design and Use of GenAI for Groupwork'*)

[n.3] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. "Can Smart Speaker Be the 'SimSimi' for Single Households?": Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (**HCIK** 2021)*. The HCI Society of Korea, 6 pages. [dbpia]

[n.2] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. 'Naver Knowledge-iN' in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (**HCIK** 2021)*. The HCI Society of Korea, 6 pages. [dbpia]

[n.1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (**HCIK** 2020)*. The HCI Society of Korea, 4 pages. [dbpia]

TEACHING EXPERIENCE

DIRECTED RESEARCH GROUPS, University of Washington

Understanding Online Community Norms to Build an AI Agent   Fall 2025 (present)
Research group for understanding and labeling Wikipedia policy application cases
to create training datasets for norm-aware AI agent.

Design Principles for AI Companions (2)   Winter 2025
Directed 3 students in conducting thematic analysis of over 400 design recommendations
and performing internal and external heuristic evaluations to develop design principles.

Design Principles for AI Companions (1)   Fall 2024
Directed 11 students in experiencing diverse AI companions, conducting user research,
and applying over 500 design recommendations from related fields through guided discussions.

TEACHING ASSISTANT

HCDE 501: Theoretical Foundations of HCDE, University of Washington	Fall 2025 (present)
HCDE 593: Master's Capstone, University of Washington	Spring 2025
HCDE 592: Master's Capstone Planning, University of Washington	Winter 2024
HCDE 519: Qualitative Research Methods, University of Washington	Fall 2024
HCDE 300: Foundations of HCDE, University of Washington	Spring 2024
Information Technology Practice, Seoul National University	Spring 2020, Fall 2020

WORK EXPERIENCE

Soft Berry Inc. — Seoul, South Korea
UX Researcher, Product Team — Mar 2022 - Aug 2023
Korean Series A startup ($8M+ funding), operates Korea's leading EV charging station app
- First and sole UX researcher, led end-to-end research strategy and execution.
- Ran mixed-methods studies: interviews, contextual inquiries, surveys, workshops, usage data analysis, and market/competitive research.
- Partnered with leadership (CEO, COO, PM Lead) to align goals and convert insights into product principles and design guidelines.
- Collaborated with designers and engineers to implement findings in the app.
- Shared research outcomes across the organization through presentations and reports.

Weber Shandwick — Seoul, South Korea
Junior Associate, Consumer Marketing Team — Sep 2017 - Oct 2018
- Clients: Netflix, Burger King, American Airlines, Ocean Spray
- Planned and executed digital and print PR campaigns, conducted performance analyses, and supported crisis management.

HONORS AND SCHOLARSHIPS

Graduate Student Conference Presentation Award, University of Washington	Fall 2025
Special Recognition for Outstanding Reviews, ACM	CHI 2025 LBW
Publication Achievement Award, Seoul National University	Fall 2021
Brain Korea 21 Four Scholarship, Ministry of Education, Korea	Fall 2020, Spring 2021
Brain Korea 21 Plus Scholarship, Ministry of Education, Korea	Fall 2019, Spring 2020
Honors Scholarship, Ewha Womans University	Fall 2013, Fall 2014, Fall 2015, Spring 2017
Dean's List, Ewha Womans University	Spring 2013, Spring 2014, Fall 2014, Fall 2016, Spring 2017

INVITED TALKS AND LECTURES

HCID 590: Design, Use, Build (DUB) Seminar	Oct 2025
HCDE 545: Qualitative Research Methods	May 2025
HCI Korea 2020 Tutorial: Making 'Cool' Voice Service	Aug 2020

REVIEW SERVICE

ACM CSCW	2023 - 2026
ACM CHI	2025 - 2026
ACM CHI Late-Breaking Work	2022 - 2025
ACM CUI Short Papers	2025